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Fall 1913

North Western Seed Company
Chicago

CONRATH SEED POTATOES



L I B R Y
RECEIVED
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"GROWN IN CONRATH GARDENS"



*Vigorous, Sound,
Full of Vitality*



Northern Grown

HOW WAS YOUR POTATO CROP THIS FALL?

Did it turn out to be as you thought it would? Have you wondered what was the cause of so small a yield? Perhaps you blamed the soil. Maybe the weather. But, were you justified in placing the blame on the weather and soil? Isn't there another cause? Just consider what you planted. How was the seed? You didn't pay much attention to that.

The Reason

Many farmers plant any potatoes they happen to have on hand, regardless of size, shape, variety or vitality. Are you one of these? If so, read this folder carefully. It contains some interesting reading.

Big Yields

Are due to different causes, but pure seed is the most important factor. That is what the leading potato authorities tell us. You would also get bigger yields if you would but try

Conrath Seed Potatoes

We believe they are the best potatoes that it is possible to produce. They are "the Pride of our Conrath Gardens". Firm and sound, healthy and full of vitality and positively "Wisconsin Grown."

OUR LEADING VARIETIES WISCONSIN GROWN

• FALL 1913 •



BURBANK

One of the long white group. A late variety. Medium sized. Eyes numerous but shallow and evenly distributed. Skin white. This is claimed to be the best baking potato grown. Especially desirable for new land. Our seed this year is the best we have ever seen.

Prices.

Peck	\$.50
Bushel	1.10
10 or more bushels	each	1.00



RURAL NEW YORKER

One of the early varieties. Size medium long. Surface smooth, numerous but shallow eyes. An excellent early variety of good eating qualities. *One of the biggest yielders of the early varieties.* Our Early Rose seed stock is especially fine this fall.

Prices.

Peck	\$.50
Bushel	1.40
10 or more bushels	each	1.25



RURAL NEW YORKER

A late variety and one of the most popular. Round white variety. Surface smooth and white. Eyes shallow. Especially desirable on account of its adaptability to a variety of soil conditions. Big yielders and an excellent eating potato.

We have a remarkably fine lot of these and want you to try at least one bushel.

Prices.

Peck	\$.50
Bushel	1.25
10 or more bushels	each	1.00



PEERLESS

A late variety. Round and somewhat flattened. Stem ends sunken. Surface slightly netted or smooth. Flesh white. Possesses exceptional cooking qualities. In great demand in southern and western markets. A heavy yielder in the sandier soils. Our stock this fall is choice.

Prices.

Peck	\$.50
Bushel	1.25
10 or more bushels	each	1.00

Conrath Seed Potatoes

Are grown from pure bred seed we bought from the State College of Agriculture. Each succeeding year we plant the best potatoes for seed. This careful selection, this painstaking sorting, gives you this ideal potato.

Northern Grown

But all this attention and care would not give you a good potato if the weather and soil conditions were not right. Here at CONRATH we have one of the ideal spots for raising seed. The healthy vigorous northern climate; the rich virgin hardwood soil imparts the qualities to the potato desired for seed.

High vitality—disease resisting stock

Pure Bred Seed Only

Do not plant scrub stock and wonder why your crop is not better. Results year after year prove conclusively the advantages of purity and breed. Get in line. Order a few bushels today and get a start on pure bred seed. You will then never want any other.

Money Back If Not Satisfied

When buying, be sure you are getting what you pay for. We guarantee all seed we sell to be strictly as represented. Remember that we will cheerfully give your money back if you are not satisfied.

WHAT OUR CONRATH SEED POTATOES DO

First Premium

C. A. Koll, Eau Claire, Wis.

"In regard to the seed potatoes I purchased from you last spring, I had good success with them. I *took first premium* on the *Early Rose* and *Burbank* at the Eau Claire Corn & Grain Show. These were raised from Conrath Seed Potatoes."

Well Pleased

John Justice, Ankeny, Iowa.

"We were very well pleased with the seed potatoes we got last spring, especially in smoothness, purity and uniformity."

Never had a finer looking field of potatoes

D. I. Gibson, Eau Claire, Wis.

"I never had a finer looking field of potatoes."

First Prize

A. G. Schlieve, Eau Claire, Wis.

"Your Conrath Seed Potatoes were fine. Never saw such nice sound potatoes and such yielders. I took first prize on my *Rural New Yorkers* at the Eau Claire Corn and Grain Show. I kept all my potatoes for seed next year. I am glad I changed my seed."

They are Fine

Arthur Leonard, Corning, Iowa.

"The seed potatoes I ordered of you were fine."

Thinks they will yield more than those we have

C. W. Boltz, Helenville, Wis.

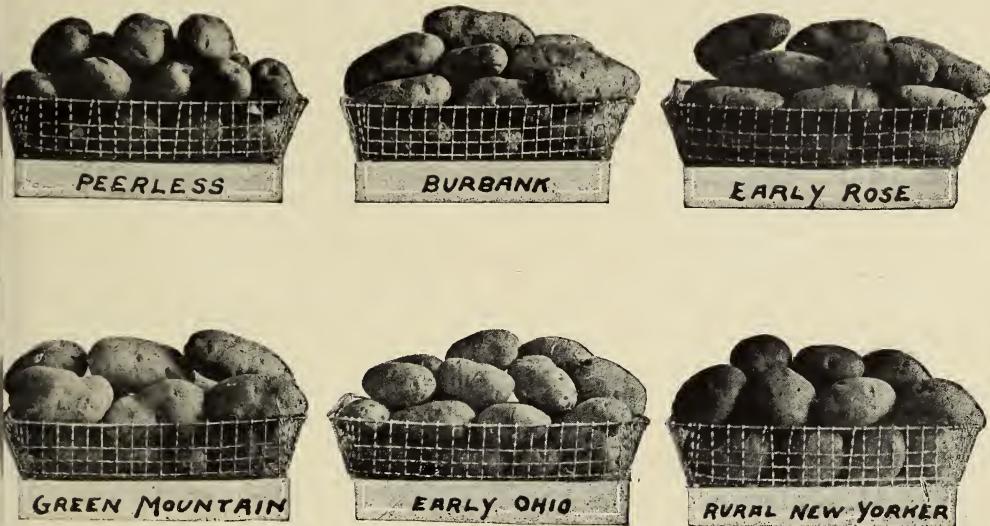
"The seed potatoes arrived here in good condition. They are now in full blossom and I think will yield more than those we have been planting."

You Can Have the Same Success

as the Above Satisfied Customers

There is a SURE way. HERE IT IS. PLANT "CONRATH SEED POTATOES." Our old customers will plant no other. Neither would you if you gave these a trial.

A FEW OF OUR STANDARD VARIETIES



ORDER SHEET

PRICES FALL 1913

North Wisconsin Seed Co., 191
Conrath, Wisconsin

GENTLEMEN:—Enclosed find check, money order, draft, for \$.....
Please send the following order by freight, express.

.....	Bushel Burbank	\$
.....	Bushel Early Rose	\$
.....	Bushel Triumph	\$
.....	Bushel Rural New Yorker	\$
.....	Bushel Peerless	\$
.....	Bushel	\$
	Any other Variety		

Yours truly,

Name
.....

State

Town

JUST A Minute, Please

You know the importance of planting pure bred seed. We just want to say a word to you about

SEED POTATOES

It is a well established fact that Northern grown stock is best—it has high vitality—big yielding—disease resisting qualities—especially that seed grown in rich virgin hardwood soil. Such are the Conrath Seed Potatoes. **"Grown in Conrath gardens."**

We are the *growers* and we sell at *Farmers' Prices*. Buy direct. If not as represented we give *Money Back*.

Read our circular carefully. Send in at least a trial order today.

We pay commission to agents

NORTH WISCONSIN SEED CO., CONRATH, WIS.

(over)

G. MURPHY—CHICAGO

When Ordering

Order direct from our Conrath office. No matter how small your order, it will receive the same careful attention that the larger ones have.

MANNER OF SHIPPING

We ship in either bags or baskets. Prices given are for shipments in bags. If baskets are desired, add 15 cents per bushel.

REMEMBER

We ship 60 lbs. of potatoes to the bushel and therefore use 1½ bu. baskets. The ordinary bushel basket does not hold 60 lbs. On long shipments we advise shipping in baskets as they are handled with greater care during transit.

DO IT NOW

Don't delay your order. Send it in while the weather is favorable. Buy before the stock is all sold. *It is going fast.*

And Then

Undoubtedly prices *will be higher* next spring. You will be money ahead by sending your order in today. Don't delay.

NOTICE

All goods subject to prior sale and change of price without notice.

North Wisconsin Seed Co.,
Conrath, Wis.